S/N: 10/658,943 PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Nicholas Simons et al. Examiner: Theriault, Steven B.

Serial No.: 10/658,943 Group Art Unit: 2179

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Title: System and Method for Processing Featured Content

AMENDMENT

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir

In response to the Office Action dated August 18, 2010, please reexamine and reconsider the application in view of the amendments and appended remarks.

Amendments to the Claims are reflected in the listing of claims in this paper.

Remarks/Arguments follow the amendment sections of this paper.